

ABSTRACT

A computerized system guides a customer to the location of a product displayed for sale in a retail store. The customer enters a product code indicative of the product in which the customer is interested. The system then retrieves product location information for the product. The retrieved product location information is presented to the customer. This may be done by printing a map or location information at a customer's home computer in response to interaction with the retailer's web server computer. Alternatively, the customer may be guided by a portable computing device transported through the store by the customer. As another alternative, a customer's shopping list may be uploaded from a PDA to a store computer. The store computer then prints out for the customer product location information for items included in the shopping list.